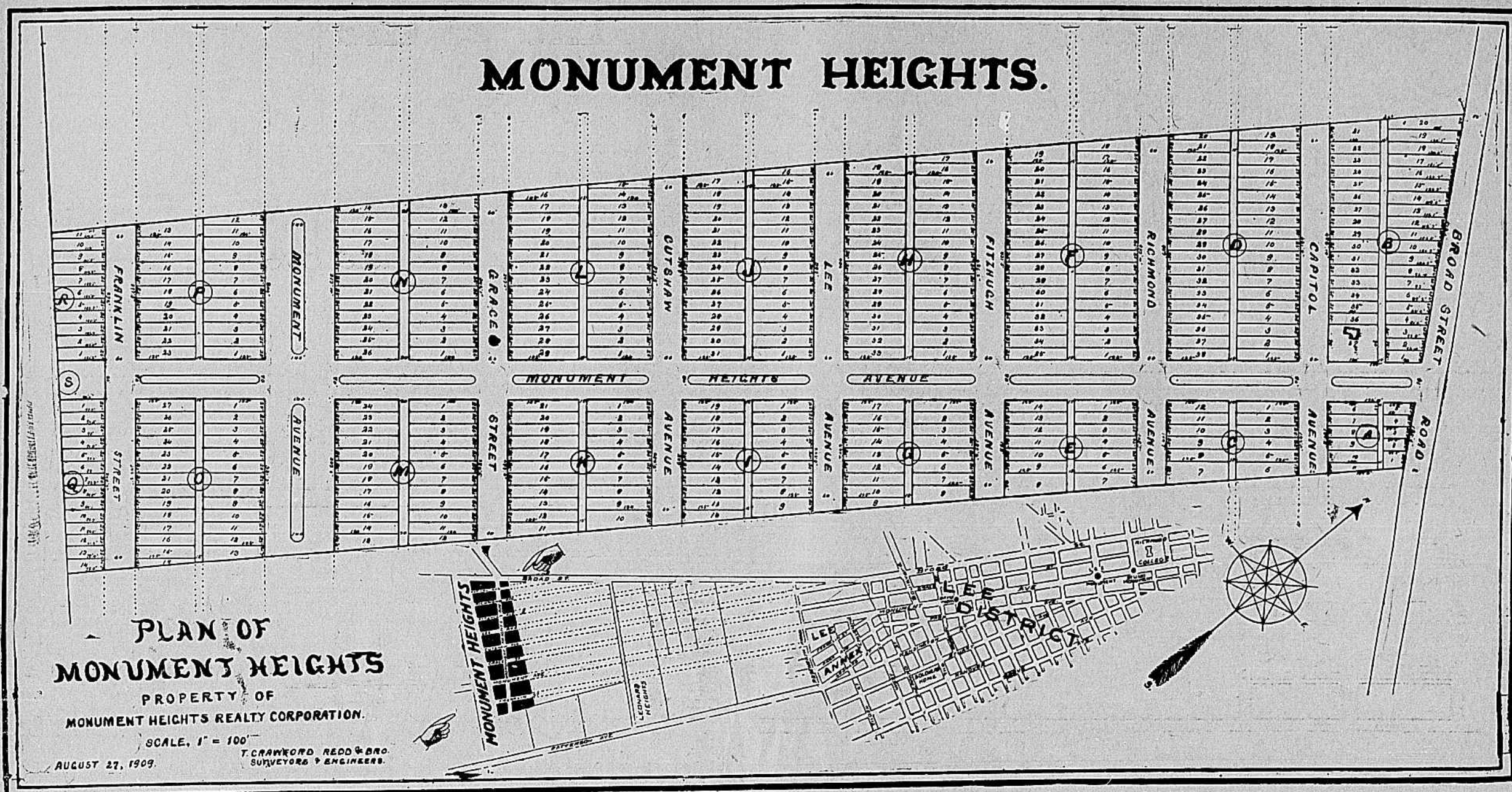


# MONUMENT HEIGHTS

In the West End to-day the property that offers the most is Monument Heights. In fact, Monument Heights lots are the only ones at a modest price, and on easy terms, in all the West End.

These lots front on West Grace Street, Monument Avenue, and on several other fashionable streets. And it is the only property on these streets that can be bought on easy terms.



## There is Nothing to Divide---Nothing to Lessen Dividends on This Golden Investment

Tie up your money in a mine, in a factory, in a railroad, in a store—and the first cost is but a drop in the great ocean of expense known as “cost of operating.”

And here you have the dividend destroyer—a monster that eats up profits with an appetite that is never satiated.

But city real estate is different. The first—the original investment—ends your expense, save the little tax, that all who possess must pay.

This is one reason why the keen investor prefers real estate.

But the shrewd investor in city real estate always picks his property—he watches the section of the city—he makes sure just which way the city is growing.

*These facts explain why West End real estate is in such an amazing demand!*

Because every one knows that Richmond will absorb West End property—will make it a part of her heart line just as surely as time goes by. And it is equally as plain to all, that the one property in the West End that can be secured at the desired place, and on the right terms, is Monument Heights!

### The Streets of Lee District

Observe for yourself! Walk or drive through the splendid streets of the Lee District of West Richmond. Fine! you say. Block after block of stately homes, worth in the aggregate, millions!

But listen! Only a score of years ago and these same streets were only vacant lots.

Some of our more elderly citizens will tell you of the days when they used these same lots for playgrounds. But look now—magic transformation!

### The Jump from \$12.50 to \$75

Let us get down to things of the past few years—the very recent. Five or six years ago lots sold for \$12.50 per foot in Lee Annex. To-day the same lots find a ready sale at \$75 to \$85 per foot.

In a few years—say five or six—they are likely to double in price!

The city marches with a never-ceasing precision—West End is the road! If Lee Annex, then why not Monument Heights? It is a surety!

### Forward! That's the Word

It means success. Backward, never! The man or woman who buys Monument Heights lots to-day will have the joy of realizing how far above the present price of \$4 and up per foot these lots will go.

The buyer will also have the privilege of little payments, of no taxes until the deed is free from all encumbrances.

Some live investors have already made as much as \$4 per foot. FORWARD!

MONUMENT HEIGHTS REALTY CORPORATION  
**BLANTON & PURCELL, Sales Agents**

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